



August 20, 2024

To,

BSE Limited, 20 th Floor, P. J. Towers, Dalal Street, Mumbai – 400 001. (Scrip Code: 539528; Scrip Id: AAYUSH)	Metropolitan Stock Exchange of India Limited, Vibgyor Towers, 4 th floor, Plot No C 62, G - Block, Opp. Trident Hotel, Bandra Kurla Complex, Bandra (E), Mumbai – 400 098 (Symbol – AAYUSH, Series – EQ)
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Dear Sir/Madam,

Subject: Product launch Intimation as per Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.

Pursuant to the above cited subject, we are pleased to inform that the company has launched new product i.e. “**Dreamy Sleep Gummies**”

Further the details required about the product as mentioned in SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 is under:

Sr. No.	Particulars	Details
1	Name of the product	Dreamy Sleep Gummies
2	Date of Launch	August 20, 2024
3	Category of the product	Nutraceutical
4	Whether caters to domestic/ International market	Domestic Market
5	Name of the countries in which the product is launched (in case of international)	Not Applicable

The press release of this product launch is attached herewith for your review.

This announcement along with press release are also being made available on the website of the Company at www.aayushwellness.com.

The same may please be taken on record and suitably disseminated to all concerned.

Thanking You,

For Aayush Wellness Limited
(Formerly known as Aayush Food and Herbs Limited)

Naveenakumar Kunjaru
Managing Director
DIN: 07087891

AAYUSH WELLNESS LIMITED
(Formerly known as Aayush Food and Herbs Limited)
CIN: L01122DL1984PLC018307

Registered Office: 55, 2nd Floor, Lane 2, Westend Marg, Saidullajab, Near Saket Metro Station, New Delhi, Delhi 110030
Contact No: +91 8448693031 **Email:** cs@aayushwellness.com **Website:** www.aayushwellness.com



Aayush Wellness enters the \$23.8 billion Nutraceutical Market with Dreamy Sleep Gummies

Dreamy Sleep Gummies - need of the hour to tackle stress and anxiety-related sleep disorders.

More products to follow

New Delhi, 20th August 2024: Aayush Wellness Limited, a prominent leader in the health and wellness sector proudly announces its debut in the \$23.8 Billion rapidly growing nutraceutical market with the launch of its premium offering **Dreamy Sleep Gummies**. This marks our foray into the gummies category and signifies our entry into the nutraceuticals market. This Revolutionary product is designed to elevate sleep quality and combat sleep disorders, embodying our commitment to innovation and excellence in wellness. This launch signifies a major step forward in our mission to enhance well-being and set new industry standards.

What Causes Sleep Disorders?

- **High Stress and anxiety:**
Chronic stress and anxiety disrupt the natural sleep cycle, making it hard to unwind and fall asleep.
- **Elevated Blood pressure:**
Uncontrolled high blood pressure can interfere with the body's ability to relax, leading to restless nights.
- **Irregular Sleep pattern:**
Inconsistent sleep patterns disrupt the body's natural rhythm, whether due to shift work, travel, or lifestyle.
- **Poor Sleep Quality:**
Many struggles to achieve deep, restorative sleep, leading to fatigue and decreased well-being.

WHAT'S INSIDE DREAMY SLEEP GUMMIES

Brahmi Leaf
Reduces Anxiety & Stress,
Reduces Blood Pressure,
Memory Booster

Tagar
Reducing Anxiety,
Improving Sleep,
Sedative and Anxiolytic

Chamomile
Improve Sleep Quality,
Benefits Heart Health

Melatonin
Promoting Sleep,
Helps eye function,
Boosts immunity,
Jet lag

**Based on natural properties of key ingredients*

Solution

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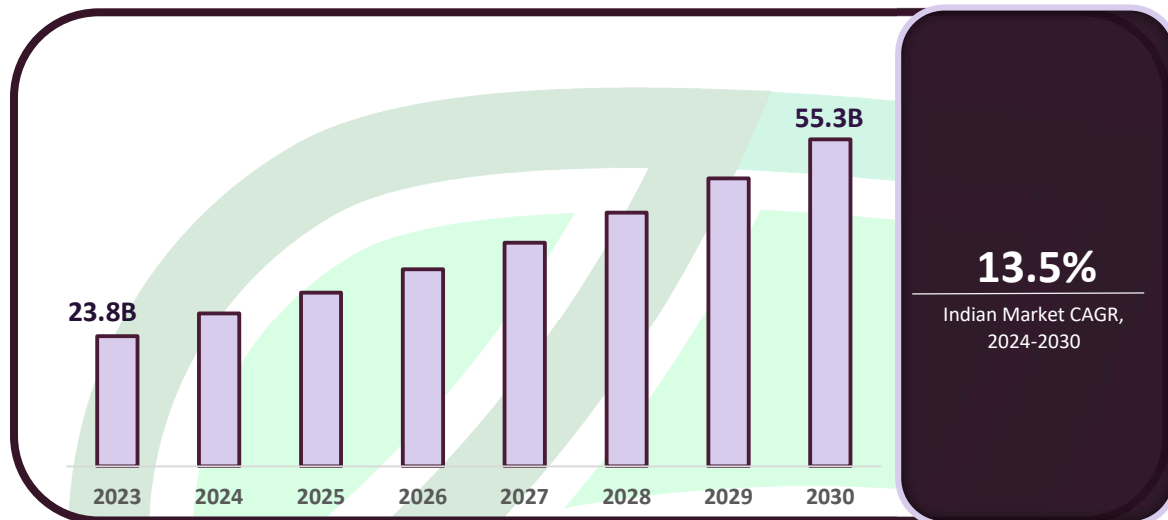
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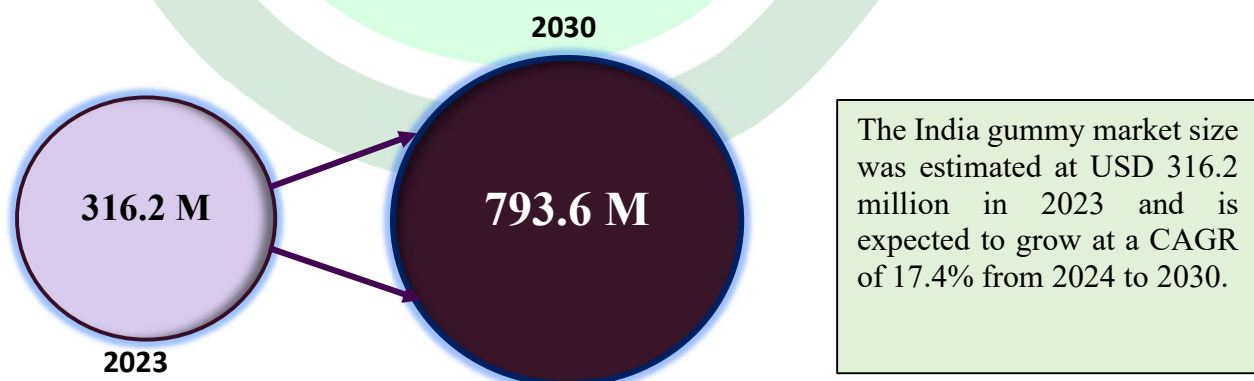


Rising concerns about immunity, wellness, and nutrition have driven explosive growth in the nutraceuticals industry, which is projected to expand at a compound annual growth rate (CAGR) of 13.5%. As people increasingly focus on improving their health and preventing illness, the surge in demand for nutraceutical products highlights their significant role in addressing contemporary wellness challenges with their natural and effective solutions.

Indian Nutraceuticals Market (\$ Billion)



Amid this surge, gummies have gained popularity for their practicality and enjoyable consumption experience. Gummies provide a convenient and appealing alternative to traditional pills and capsules, making them a preferred choice for those looking for an easy and enjoyable way to support their wellness. The growing consumption of gummies by consumers as part of their preventive healthcare practices to fill nutrient gaps is expected to drive the market growth of the Gummies.



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As per National Institute of Health nearly 42 crores Indians are struggling with sleep related issues. Acknowledging the escalating issues of poor sleep quality Aayush Wellness has introduced this sleep gummies to enhance the sleep quality of the people.

Our **Dreamy Sleep Gummies** offer a gluten-free, 100% vegan solution, meticulously formulated to promote better sleep. Infused with Melatonin to regulate the sleep-wake cycle, reduces sleep onset time, enhances overall sleep quality, and L-Tryptophan to boost serotonin levels, aids sleep onset, and improves sleep depth. The inclusion of Chamomile, Tagar, and Brahmi further enhances relaxation, reduces stress, and supports sleep recovery for a healthy sleep cycle. Easy to carry and deliciously simple to consume, our Sleep Gummies provide a soothing, flavorful experience that seamlessly integrates wellness into your daily routine, making restful, rejuvenating sleep more accessible than ever.

Says Mr. Kunjaru, Managing Director of Aayush Wellness Ltd, *“With the launch of the **Dreamy Sleep Gummies**, we make a dynamic entry into the vibrant nutraceuticals market. The market for sleep gummies, both globally and in India, is driven by factors such as rising levels of stress and anxiety, increasing health-consciousness, particularly among millennials and Generation Z consumers, and preference for modern preventive healthcare products. Furthermore, chewable gummies are gaining popularity due to strong demand for unique and tasty formats that eliminate the traditional tablet experience. Our objective is to expand in this booming product category and become a prominent participant in the nutraceuticals market.”*

Dreamy Sleep Gummies can be purchased from the company’s website www.aayushwellness.com and is delivered all over India. The Product will also be made available on other shopping websites and retail stores.

About Aayush Wellness Limited:

(ISO 9000 and 22000 certified company)

Aayush Wellness Limited [BSE scrip code: 539528], established in 1989 is a pioneering name in health and wellness solutions, dedicated to offering products that merge wellbeing with innovation. With a steadfast commitment to quality and consumer well-being, Aayush Wellness continues to lead the industry in promoting healthier lifestyle choices through its diverse range of wellness products. For more information, please visit www.aayushwellness.com or Call: 8655611700 for business inquiries.

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